



activate your brand!

How do you get the word out about your brand and all the great work that you do if you have a limited marketing or PR budget? Attend a knowledge-sharing session and learn how to use media wisely!

P@SHA is launching a series of workshops geared towards technology firms to help you get your message out to your target audience.

The first workshop in Lahore is scheduled for
Date: 8th May 2009

Time: 10:30 am to 1:00pm

Venue: TBA

Registration Fee: A nominal Rs. 500 only

Email secretariat@pasha.org.pk to register NOW

This workshop will focus on the broad concepts of brand, media and PR and getting the most out of every marketing dollar.

P@SHA
Pakistan Software Houses Association
for IT and ITES



10:30 - 11:00 am

The Power of the Brand

How to use the online medium in the best possible manner to get your message across both to local and global audiences. How to tailor campaigns to best showcase your company's product image and style.

11:00 - 11:30 am

Managing Media: Rabia Garib, Editor-in Chief, CIO Pakistan

How the media plays a strategic role in your branding and how to use it more effectively in its various forms. A quick rundown of everything from what the "right" kind of content to leak to media is, to the best way to write a press release, how to create a case study and what you should talk about when you are in front of the camera.

11:30 - 12:00 pm

PR Savvy: Salaina Haroon, CEO Communique Collective PR & Media Mgmt

Why Public Relations is better than advertising for the technology sector. How to identify your key markets, where to get the message across and what the best way is to tailor a marketing budget which gives you a holistic, 360 degree approach to activate your brand across all critical verticals.

12:00 - 12:30 pm – Activity/Q&A

12:30 pm – Certificate Handouts and Networking Tea/Coffee & snacks

Limited seating for 20 people. For P@SHA companies only